

# WBC 2004 HIGHLIGHTS

*"The Technical Brewing Event of 2004"*

July 24-28, 2004

Manchester Grand Hyatt Hotel  
San Diego, CA U.S.A.

This gathering of brewing professionals comes along once every four years...take advantage of this opportunity to meet globally and attend the 2004 World Brewing Congress.

**Hosted by:** The American Society of Brewing Chemists and the Master Brewers Association of the Americas, in partnership with the Brewery Convention of Japan, the European Brewery Convention, and the Institute and Guild of Brewing. This meeting will take the place of the ASBC Annual Meeting and MBAA Convention.

**Location:** A world-class meeting deserves a world-class destination...the Manchester Grand Hyatt in San Diego, California, is the headquarters for the five-day congress. Ample free time is being provided so that you and your family may enjoy all that San Diego has to offer. More San Diego information can be found on the WBC website at [www.worldbrewingcongress.org](http://www.worldbrewingcongress.org).

## TECHNICAL PROGRAM OVERVIEW

WBC 2004 offers a myriad of learning opportunities:

- Over 300 oral and poster presentations
- 2 Pre-congress courses
- 5 Workshops on a variety of subjects of interest
- 2 Plenary sessions

## TWO PRE-CONGRESS COURSES SATURDAY, JULY 24

### MBAA Flavor Workshop: Oxidation Flavors

Gain a better understanding of oxidation flavors at this half-day workshop. Globally-recognized experts will discuss flavors associated with oxidation and processes that affect these flavors. Learn to identify and evaluate oxidation flavors during the tasting session.

### ASBC Introduction to Design of Experiments

This is a perfect introductory course for a wide range of brewing professionals to learn statistical experimental design and how to conduct efficient experiments with multiple test variables.

## OPENING PLENARY SESSION SUNDAY, JULY 25

### Creating Our Future: An Executive View

The opening plenary session is a must see. A panel of brewing executives from major global breweries will offer their insights on the issues of alcohol consumption, environmental issues, operations and globalization of the industry.



## CLOSING PLENARY SESSION WEDNESDAY, JULY 28

By 2013, it is estimated that nanotechnology will account for \$1 trillion in new products and services. In his talk, Jack Uldrich, will document the flurry of nanotechnology research that is taking place in the R & D labs of Fortune 500 companies, as well as introduce participants to the most promising nanotechnology start-ups. Uldrich will conclude by explaining how nanotechnology will affect virtually every business and describe the concrete steps that people can begin taking today in order to prepare for the sweeping change that nanotechnology will enable *tomorrow*.

## TECHNICAL WORKSHOPS

### Maintenance: Is There a Best Practice?

This workshop will provide practical examples of how asset management has had a positive impact on product quality, throughput improvements, inventory management and safety.

### Sharing the Knowledge—Brewers, Distillers and Vintners

Brewers, distillers and vintners share challenges of working with natural processes and materials. Topics to be discussed include: advances in instrumental and sensory correlation, future research directions such as a novel yeast strains, and identification and characterization of lactic acid bacteria.

### Malting Barley Variety Development and Evaluation Systems

Effective development and evaluation of malting barley varieties is key to the production of high-quality malt and beer. Presenters will review the various systems in place in Canada, the United States, Australia, and Europe.

### Managing the Supply Chain to Protect Integrity and Ensure Quality

Managing the supply chain to protect integrity and provide a quality product is challenging in the global marketplace. To be successful requires active participation by all stakeholders. Topics to be discussed include the ability to identify the source of the food or ingredient, to provide appropriate test samples, and to determine the proficiency of the lab performing the analysis.

### Brewing Education and Training

This session will highlight some of the educational and training programs operating in North America and Europe.



## TECHNICAL PROGRAM AT-A-GLANCE

---

- The WBC 2004 Technical Program will be held Saturday, July 24, through Wednesday, July 28.
- The Congress Hospitality Lounge will be open 5:00 – 11:00 p.m., Sunday, July 25 through Tuesday, July 27.
- A Guest Hospitality Room will be available Sunday, July 25 through Wednesday, July 28.
- Complete program details can be found at [www.worldbrewingcongress.org](http://www.worldbrewingcongress.org)

### Saturday, July 24

8:00 a.m. – 5:00 p.m.	ASBC Introduction to Design of Experiments
Noon – 6:00 p.m.	Registration
1:00 – 5:00 p.m.	MBAA Flavor Workshop: Oxidation Flavors
6:00 – 9:00 p.m.	Welcome Reception

### Sunday, July 25

8:00 – 5:30 p.m.	Registration & Sponsor Showcase
10:00 – 11:30 a.m.	Opening Plenary Session <i>10:00 a.m. – Guest Program - Brunch and Day at Sea World</i>
11:30 a.m. – 2:00 p.m.	Exhibits, Buffet Lunch and Posters available for viewing (authors present 11:30 a.m. – 12:30 p.m.)
2:00 – 4:30 p.m.	Supplier Sessions
2:00 – 5:15 p.m.	Concurrent Technical Sessions and Workshop

### Monday, July 26

7:30 a.m. – 2:30 p.m.	Registration & Sponsor Showcase
8:00 – 11:30 a.m.	Concurrent Technical Sessions and Workshop
8:30 – 11:00 a.m.	Supplier Sessions
11:30 a.m. – 2:00 p.m.	Exhibits, Buffet Lunch and Posters available for viewing (authors present 11:30 a.m. – 12:30 p.m.)

### Tuesday, July 27

7:30 a.m. – 5:00 p.m.	Registration & Sponsor Showcase
8:00 – 11:30 a.m.	Concurrent Technical Sessions & Workshop
8:30 – 11:00 a.m.	Supplier Sessions
11:30 a.m. – 2:00 p.m.	Exhibits, Buffet Lunch and Posters available for viewing (authors present 11:30 a.m. – 12:30 p.m.)
2:00 – 4:30 p.m.	Supplier Sessions
2:00 – 5:15 p.m.	Concurrent Technical Sessions & Workshop

### Wednesday, July 28

7:30 a.m. – 1:30 p.m.	Registration & Sponsor Showcase
8:00 – 11:30 a.m.	Concurrent Technical Sessions & Workshop
11:30 a.m. – 1:00 p.m.	Lunch with Hospitality
1:15 – 3:00 p.m.	Closing Plenary Session
7:00 – 11:00 p.m.	Closing Reception and Banquet

Dress for WBC 2004 is business casual. Dress for Closing Reception and Banquet is business/cocktail attire.

You may register for the meeting and reserve your hotel room online at [www.worldbrewingcongress.org](http://www.worldbrewingcongress.org).

For further information please contact WBC 2004 headquarters at +1.651.454.7250.